



"I want to have branding and market presence"

AGE 31
JOB TITLE Digital Marketer
STATUS Single
LOCATION Toronto, ON

OPTIMISTIC

ENERGETIC

IMPATIENT

ENTREPRENEURIAL

FAVOURITE APPS

SHOPIFY, INSTAGRAM,
ADOBE CC, OFFICE 365

USER PERSONA

Melody Williams

ABOUT

Melody is a Digital Marketer that works for a consulting company in Toronto, ON. In high school she started her first company by selling t-shirts she designed herself. She has worked at a digital marketing agency in their marketing department for over 3 years. She is also a freelance digital artist and she volunteers at art camps during her free time. Due to her entrepreneurial spirit and business savvy personality, she decided to launch her own business selling the art she creates as a source of side income. She is now in the process of creating her online store.

GOALS

- Generate sales and establish an online customer base.
- Achieve visibility and scale up business.
- Simplify operations and logistics.

PAIN POINTS

- The technical knowledge required for specific tasks is too advanced for new users.
- Site customization is quite overwhelming and doesn't fit beginner user skill level.
- Customer support is not effective, intuitive and doesn't feel personal.

NEEDS

- Stay current with the relevant market trends and future projections.
- Have a "one stop shop" platform that will meet her business needs and customer expectations.

PERSONALITY

